



DAVID FRIEDEL

Spokane, WA (Remote)
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About me

Versatile and fast-thinking user experience (UX) design leader with experience creating easy to use interfaces and graphical applications. Latest experience leading people in a large corporate environment. Works quickly and with innovation to meet tight turnarounds and deliver well beyond expectations.

WORK EXPERIENCE

Ecolab, St. Paul, Minnesota Aug 2022 – Present
UX Manager, UX Designer

Leader for team of four people for UX across US region using daily meetings to keep current projects on track.

Presented A.I. technology as it applied to UX Design to a weekly group of people from across the company.

Designed UX for Salesforce LWC (Lightning Web Components) for a specific project for cleaning products.

Contributed to and reviews UX designs for internal clients of each team member and coordinated with management teams.

Coordinated with offshore resources in India including UX team and members over there.

Implemented Figma Enterprise throughout the company by working with senior management on procurement and rollout.

Conformed to Ecolab Design System and made sure all designs complied across the firm.

PORTFOLIO

<https://davidfriedel.com>

CERTIFICATIONS

Google UX Design Certification
(In Progress)
Design Experiences for AI
(Interaction Design Foundation)

SKILLS

Leadership	A.I. Driven Solutions
UX UI	Mobile & Desktop
Figma	Personas
Sketch	Research
Adobe XD	Design Systems
Miro	Style Guides
DevOPS, JIRA	Salesforce LWC
Interactive	SCRUM
Wireframes	Digital Strategies
Pattern Libraries	UI Development

EDUCATION

Bachelor of Business Administration
1991, Hofstra University - NY
Management Information Systems

PassTime GPS, Littleton, Colorado Nov 2020 – Jul 2022
UX Designer, Web Developer

Created visual designs and workflows for the user experience (UX) of various applications at the company.

Designed a new home page for the main application to be visually stunning. This required getting the principles in the company to review and all agree on how the product was to be represented.

Reworked usability throughout the product based on user feedback from car dealerships. Created journey maps to show how the experience could be improved. Collaborated with consultants to implement the changes.

Responsible for both designing and maintaining the application code using the Angular framework. Implemented UX changes directly into the product.

Atex Financial, Centennial, Colorado
Chief UX Designer, Web Developer

May 2019 – Nov 2020

Designed and developed UX and UI for multiple desktop and tablet-based web products. The first major product for this company included graphs and charts for hospitals to use to gauge prices for various medical procedures.

I started with whiteboarding in person, creating low fidelity mockups and journey maps by interviewing the principal people at the company. This allowed us to spend a good amount of time over a month to hammer out exactly how the entire system needed to function (both the UX and the backend). Data was the key to the user experience.

For a second product, I constructed layouts for wizard driven UI to help customers look up prices for medical procedures themselves by paging through a series of questions.

Beyond designing both the major products for this small company, I also performed web development on the UI portions. I worked closely with a backend engineer to build out functioning versions for immediate trials. The usability of the products always remained front and center.

Boeing, Englewood, Colorado
Lead Visual Designer

Jul 2015 – May 2019

Provided UX research and visual design for Electronic Flight Bag (EFB) tool for commercial airline pilots and flight dispatchers, replacing paper-based flight plans and weather reporting with a responsive web application for use on desktops and mobile devices.

For this product we did research directly with pilots and air traffic controllers both in person and by electronic surveys. The project had a product manager who connected UX to the end-users and provided guidance on corporate standards for the product design. In this very large company, there was a style guide that had to be followed on top of any design work being created.

Visual Designer for product “Operator,” a startup project to coordinate all aspects of business aviation, potential \$1 billion market. Designed mockups and wireframes for desktop, tablet, and phone UI formats.

Performed UI development in an AngularJS environment for CSS style sheet customizations, collaborating with senior staff and developers to get the desired results from the user interface.

Worked in Sketch and InVision on Mac to build comprehensive UX designs.

Constructed functional prototypes using Axure to emulate workflow for end-users.

Created surveys to gauge both pre-design and post-beta feedback.

Worked with Boeing architects on web and mobile development strategies.

Participated in Boeing/Jeppesen standards for UX and Agile methodologies.

Allegion, Golden, Colorado
Lead UX Designer, Web Developer

Dec 2013 – Jul 2015

Allegion owns Schlage locks and has electronic door locks that work remotely. This was an application designed to control door locks in commercial buildings.

After some basic sketches of how the door lock UI needed to work, we moved very quickly into high resolution designs so that the brand and colors could be finalized with the marketing group in the company. The high-fidelity designs also facilitated the creation of graphics that were necessary for the final product.

I built the look and feel as well as all the graphics. The design process took about a month to complete altogether. I know, not enough time devoted to research, but there wasn't much choice in it. In the end, I just made sure the essential functionality was included that could drive the door lock system in a very easy to use interface.

Developed MVC web application to RESTful web service APIs.

Devised mobile layouts and usability flows for iPhone, iPad, and Android devices.

Created and built user experience and usability with HTML5/LESS/CSS.

Hosting.com, Englewood, Colorado
Web Architect

Nov 2012 – Dec 2013

Worked closely with UX design consulting firm to design new customer portal. My role at this firm was to coordinate the UX design of the portal with the developers as the product was being built. Attended several brainstorming sessions with a design firm that was brought in to master the usability of the product for Hosting's customers.

Coordinated between executive level and developers for multiple locations nationwide. The company had 3 major locations across the US.

Built SQL Server architecture to provide fault tolerant database access between company locations. This was a side project that utilized my technical skill.

ADDITIONAL EXPERIENCE

Over 20 years of technology work experience at organizations like JPMorgan Chase, LoJack and the US Government.

I have worked in a range of companies from large multinational companies to small startups throughout my career. I am comfortable in professional environments where everyone works together on a positive goal.